K-Love radio is an essential part of our daily lives, we listen to them to get the refreshing message of God's love and encouragement. Our local community would be heavily impacted in a negative way if K-Love was not available to us 24 hours a day, 7 days a week, since the message it gives is so positive and enlightening. Many people here in Grand Junction, CO, would not be able to find a suitable alternative to K-Love radio for their neccessary uplifing messages.